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## Tobacco Cos. Set to Spend \$80 Million

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WASHINGTON.—U. S. tobacco industry plans so far call for expenditures of \$80 million over the next two years to build new or improve existing manufacturing, processing and research facilities, according to James P. Richards, president of the Tobacco Institute, Inc.

Similar capital expenditures by the industry during the past nine years totaled \$314 million, according to a survey conducted by the institute.

### \$8 Million For Research

Expansion of research facilities accounted for more than \$8 million of the total outlay.

Also included in the improvement and expansion program to date is an item of more than \$164 million for new machinery, representing more than half of the total expenditures.

Buildings constructed by leading manufacturers of cigarettes, chewing and smoking tobacco and snuff, in addition to factories, included new leaf stemming and re-drying facilities, storage warehouses and office spaces.

MIRROR

Altoona, Pennsylvania  
October 19, 1959

## Yes, It's Necessary.

**T**OBACCO, SOMETIMES referred to as a weed, now wants to share in all this popularity and publicity, especially since it is taxed highest of many products, as well as used by a good many people.

From the Tobacco Institute, which publishes a news magazine, comes a story stating that tobacco has helped win wars for it is a "fighting man's" real need. Authority for the value of tobacco is the United States Department of Agriculture which has just announced that it plans to assure tobacco supplies to fighting forces in any future war.

"The histories of all major conflicts in the last century are filled

with vivid testimony to the value of tobacco as a morale booster to fighting men and civilian workers alike," says the Tobacco News item.

In fact, the cigaret helped win the war in the Philippines for the armed forces received packages of water-tight cigarettes using the "I shall return" slogan of General MacArthur, and this spurred the forces to greater action.

The story tells of tobacco being used for barter and for currency. Gen. Washington, as head of the troops, appealed, "If you can't send money, send tobacco." Gen. Pershing wrote from France in 1917, "You ask what I need to win the war. I answer tobacco as much as bullets." And finally President Franklin D. Roosevelt in 1942 put tobacco way up in the ranks of necessary products by declaring tobacco as essential a crop as food and fiber.

So it is an ancient and honorable fashion to light up, or chew tobacco, whichever you desire. This tobacco brings in a lot of revenue for Uncle Sam. Remember, half the cost of every cigaret package is tax.